

DATE RECEIVED: 01-26-1993 BY: LEE COOPERATION SUBJECT: TIME: 1:15
SUBJECT: WAKEFERN FOOD CORPORATION SENDER: KEN WOOD 1640

TO: S. E. NORMAN
C. T. JONES

ALL DIVISIONS AND STATE LEAD MANAGERS WITH DIRECT PHILIP MORRIS CONTACTS FOR
SHOP RITE STORES

RE: WAKEFERN FOOD CORPORATION (425769)

DEAR MANAGERS:

RECENT INFORMATION LEADS US TO BELIEVE THAT PHILIP MORRIS DOES NOT HAVE A
"VOLUME/MERCHANDISING" PROGRAM WITH WAKEFERN FOOD AND SHOP RITE STORES.

I WOULD APPRECIATE YOUR ASSISTANCE IN UPDATING ME ON ANY PHILIP MORRIS
ACTIVITY WITH REGARD TO THE FOLLOWING:

- > MERCHANDISING PRESENTATIONS INVOLVING RETAIL MASTERS AND THE SIGNING OF
A CONTRACTUAL AGREEMENT.
- > ANY "VERTICAL LOAD" OR "COST SHARE" PRESENTATIONS MADE OR ACCEPTED IN
INDIVIDUAL OR MEMBER GROUP STORES.

PLEASE FORWARD ANY INFORMATION TO MY OFFICE AS SOON AS POSSIBLE.

THANK YOU.

BEST REGARDS,

KEN WOOD

1. M. KELLOG, JR.

C.R.

W.H.

CC: M. A. VELINE
S. E. NORMAN
C. T. JONES
P. J. HECKMAN

14/1/93
D.M. / /
T&D / /
S.R.M. / /
S.A.M. / /

*** END OF MESSAGE ***

Do you
please have by 4/6/93
Thanks
you

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